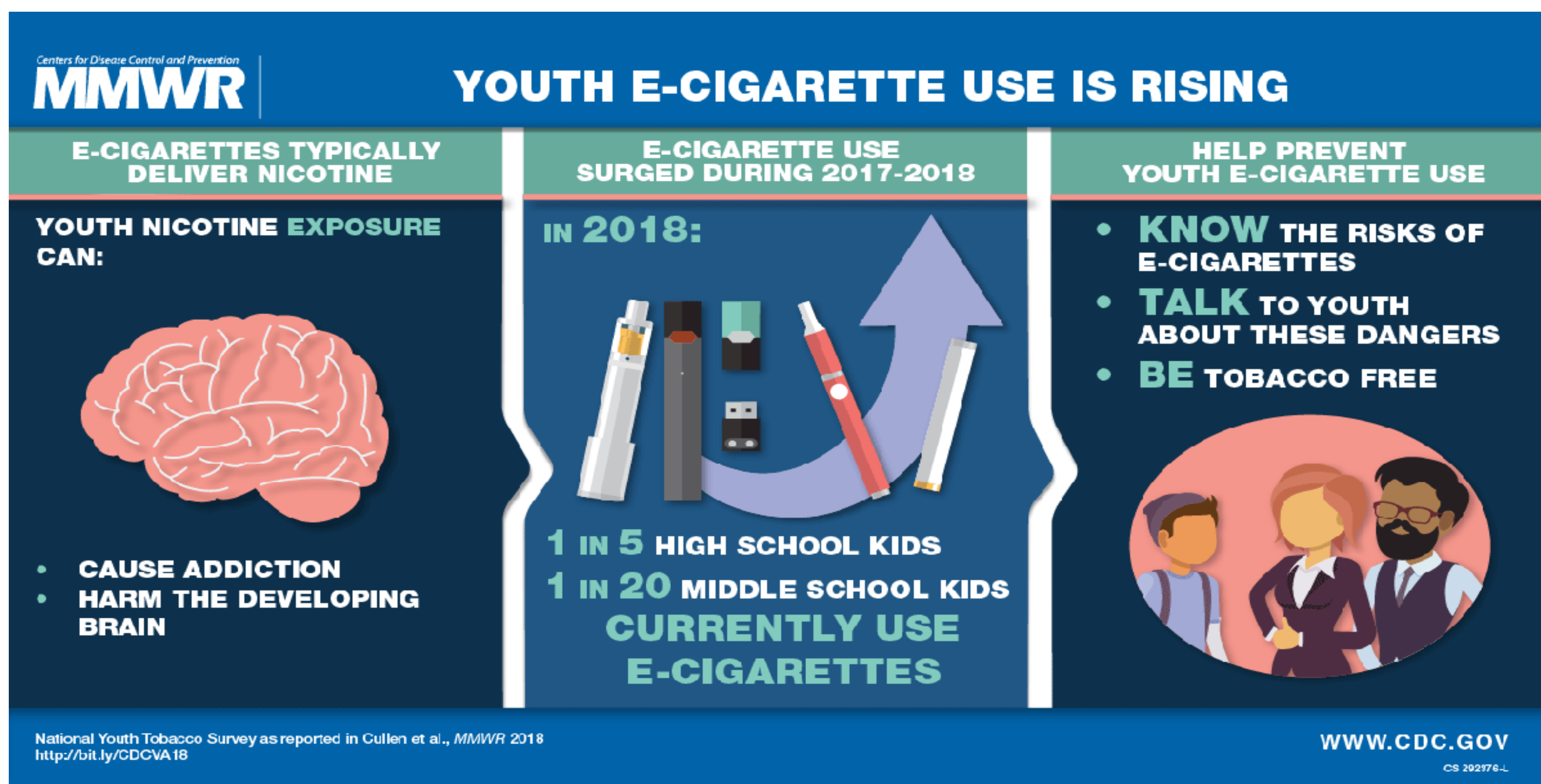


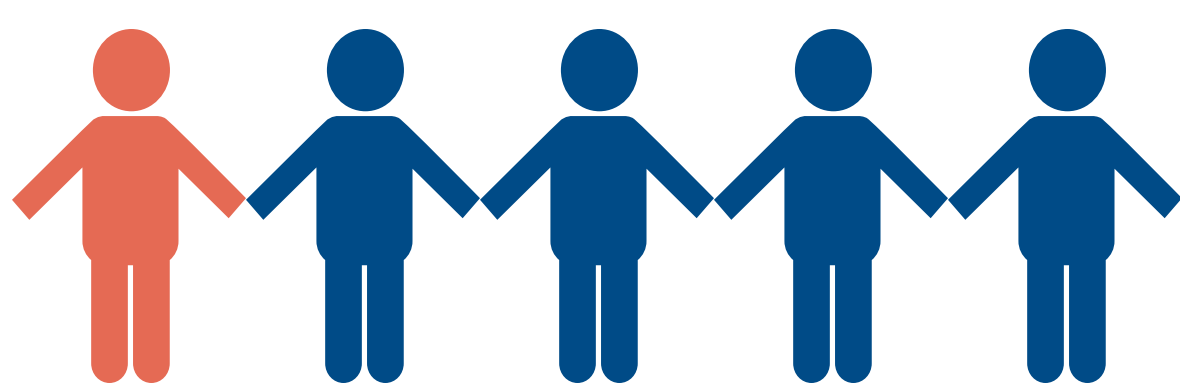
# An Emerging Issue

## UNDERSTANDING E-CIGARETTE AND VAPING USE BY MAINE YOUTH

E-cigarettes, sometimes called e-cigs, vapes, e-hookahs, vape pens, and electronic nicotine delivery systems (ENDS), are a relatively new area of focus in tobacco control and prevention. In 2015 the Maine Integrated Youth Health Survey (MIYHS) asked Maine High School Students about these products for the first time, in their biannual survey of health-related behaviors and attitudes. The most recent survey (February 2017) was administered prior to the widespread youth use of JUUL, a product that had 70% of the e-cigarette market share in October 2018. To better understand youth use of these products and how their use relates to co-use of other tobacco products or marijuana, CTI contracted with Market Decisions in 2018 to analyze existing data. This analysis included a comparison of data from 2015 and 2017 MYIHS surveys and allowed for a further understanding of multiple product use in youth.

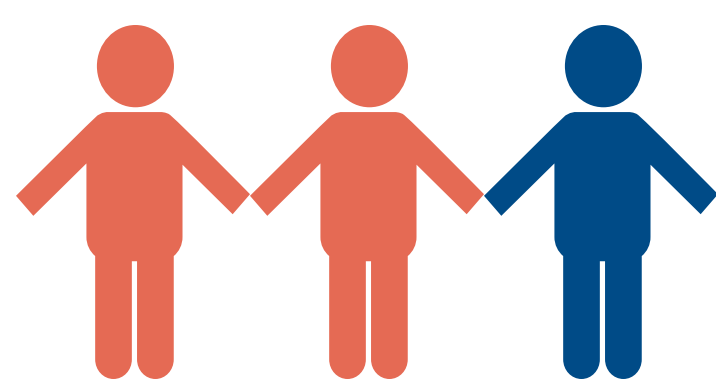


### ANALYSIS FINDINGS:



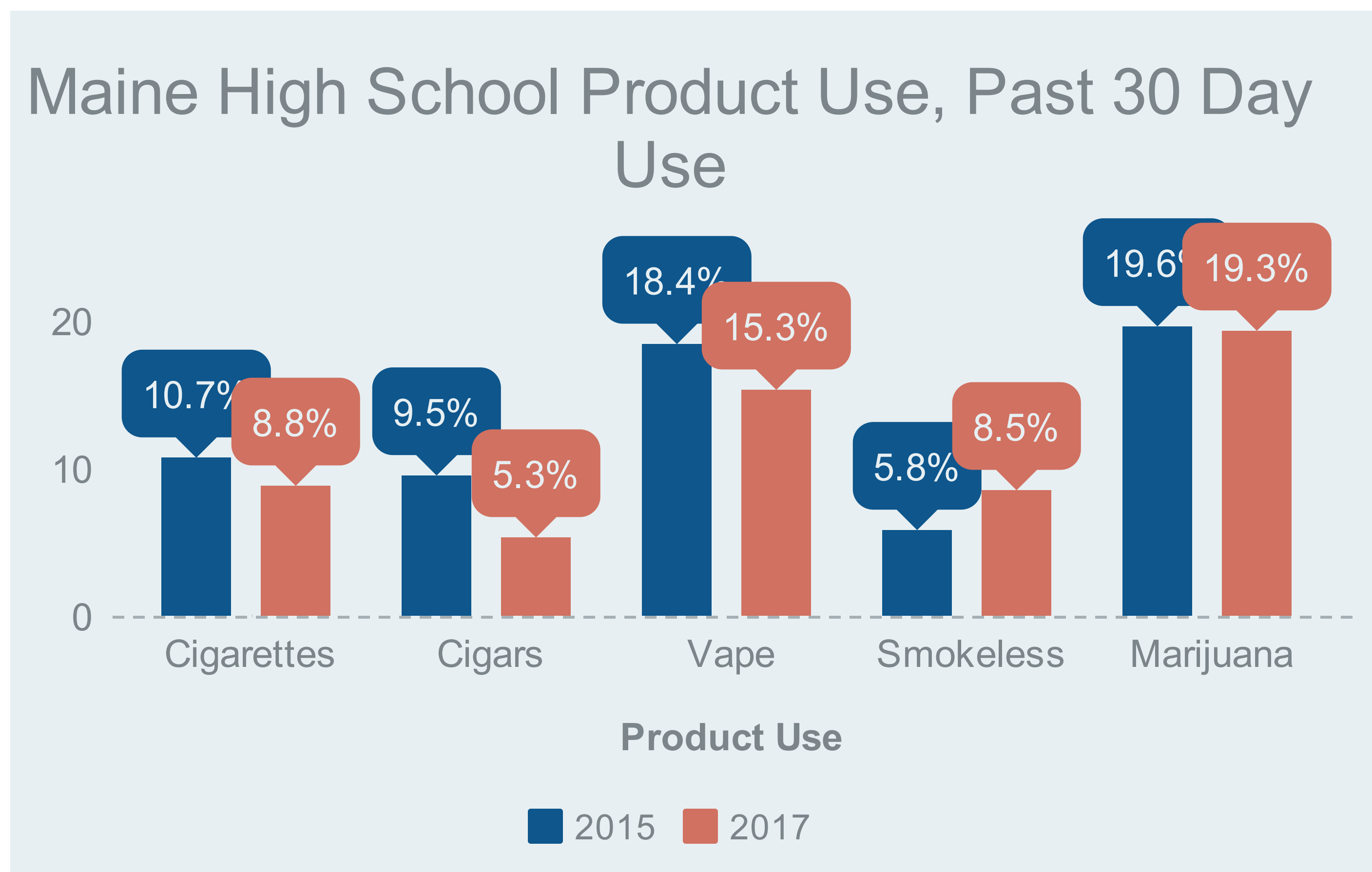
20.4%

Maine High School Students Reported Using Some Type of Tobacco Product in 2017 (compared to 22.5% in 2015)



66.6%

Of Maine High School Students Who Used Marijuana Reported Using Some Type of Tobacco Product in 2017 - there is a strong correlation between the use of tobacco and marijuana.



While great strides to address youth tobacco use have been made, continued attention must be paid to multiple product use and emerging electronic products.